

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 09626 300604Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
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FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 8296
INFO USDOC WASHDC

UNCLAS TOKYO 09626

USDOC FOR OIM/EISELT

EO 11652: NA
TAGS: BEXP, JA
SUBJECT: FY 1980 PROMOTION EVENT SCHEDULE

REF: (A) STATE 123158, (B) TOKYO 3535

1. REFTEL A. SHOW THEMES ARE ACCEPTABLE:

(A) NOVEMBER 5-9, 1979 - REHABILITATION EQUIPMENT:
THREE OUT OF FIVE AGENTS CONTACTED STRONGLY SUPPORT USDOC
EXHIBITION, RECOMMEND INCLUSION OF A PUBLIC DAY. TWO
OTHER AGENTS STATED THEY WILL DECIDE WHEN RECRUITMENT
STARTS.

(B) DECEMBER 3-7, 1979 - TEST AND MEASURING EQUIPMENT:
THREE AGENTS CHECKED, ALL SUPPORT THE THEME AND TIMING.

(C) JAN 28 - FEB 1, 1980 - MODERN LIVING IN SMALL HOMES
AND APARTMENTS: AGENTS ARE RATHER UNENTHUSIASTIC. OTM
PRODUCTLINES HANDLED BY THEM DO NOT REQUIRE FURTHER
EXPOSURE. THEY SUPPORT USDOC EXHIBITION IN THE EVENT
LARGE NUMBER OF NTM PARTICIPANTS OR PRODUCTS ARE INCLUDED.

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(D) APRIL 7-11, 1980 - MICROWAVE COMPONENTS AND SYSTEMS:
NO CONFLICT WITH DOMESTIC SHOWS. ALL AGENTS CHECKED
SUPPORT USDOC EXHIBITION.

(E) JUNE 16-20, 1980 - POWER GENERATION AND DISTRIBUTION
EQUIPMENT: NO CONFLICT WITH DOMESTIC SHOWS. SINCE TC
HAS NO EXPERIENCE IN THIS THEME, NO AGENTS POLL WAS

CONDUCTED. MARKET RESEARCH IS REQUIRED TO DETERMINE DEMAND AND SALES PROSPECTS FOR U.S. PRODUCTS.

(F) SEPT 8-12, 1980 - EQUIPMENT FOR CHEMICAL INDUSTRIES (INCLUDING FINE CHEMICALS, BIOCHEMICALS AND PHARMACEUTICAL INDUSTRIES): ALL THREE AGENTS SUPPORT USDOC EXHIBITION. TWO OF THEM REQUESTED ELIMINATE WORD "PETROCHEMICAL" FROM SHOW TITLE AND INCLUSION OF SUBTITLE AS INDICATED IN PARENTHESIS. JAPAN MANAGEMENT ASSOCIATION (JMA) NORMALLY CONDUCTS ITS CHEMICAL PLANT SHOW LATTER PART OF SEPTEMBER, BUT ALL BELIEVE THERE WILL BE NO CONFLICT WITH JMA SHOW.

2. TC CONSIDERS IT UNWISE TO DETERMINE THEMES AND TIMING OF MF-BSP'S THIS EARLY. SUCH THEMES SHOULD TAKE ADVANTAGE OF TARGETS OF OPPORTUNITY AND NOT BE SCHEDULED TO REPLACE WHAT WOULD NORMALLY BE WASHINGTON-SPONSORED EVENTS.

3. TC SUGGESTS THAT DECISION ON TANDEM EVENTS BE POSTPONED UNTIL AFTER AMDO EVENTS ARE HELD THIS FALL AND SOME EXPERIENCE IS GAINED. MANSFIELD

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